

## ORDER



KSNV

**Orders**  
**Order / Rev:** 106687  
**Alt Order #:**  
**Product Desc:** October 2012 Campaign  
**Estimate:**  
**Flight Dates:** 10/13/12 - 10/26/12  
**Original Date / Rev:** 10/16/12 / 10/16/12  
**Order Type:** GENERAL

**Primary AE:** Kevin Goodell  
**Sales Office:** VEGS  
**Sales Region:** Local

**Agency**  
**Name:** Policy Communications  
**Buying Contact:**  
**Billing Contact:**  
 415 S. 6th St.  
 Las Vegas, NV 89101

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Committee to Re-Elect Judge Jerry Tax  
**Demographic:** A25-54  
**Product Codes:** PLC12  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	35	\$18,150.00	\$15,427.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$18,150.00	\$15,427.50	0.00
<b>Totals</b>	<b>35</b>	<b>\$18,150.00</b>	<b>\$15,427.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/16/12	10/24/12	Today Show Today Show	CM	658a-9am	-----	:30	0	\$600.002		0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWT---		3				\$600.00		0.00			
		Week: 10/22/12	10/28/12	-TW----		2				\$600.00		0.00			
2	KSNV	10/15/12	10/26/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	-----	:30	0	\$450.002		0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M---F--		2				\$450.00		0.00			
		Week: 10/22/12	10/28/12	M--TF--		3				\$450.00		0.00			
3	KSNV	10/15/12	10/25/12	Noon News Noon News	CM	12-1230pm	-----	:30	0	\$275.002		0.00	NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-W-F--		3				\$275.00		0.00			
		Week: 10/22/12	10/28/12	-TWT---		3				\$275.00		0.00			
N 4	KSNV	10/16/12	10/22/12	M-F Early News M-F Early News	CM	5-630p	-----	:30	0	\$900.002		0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-T---		2				\$900.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	10/15/12-10/21/12	M-F Early News		5-630p	-T-Th-----	:30		<del>(\$900.00)</del>		0.00	NM		
		See MG 6.5,6.6 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
		Week: 10/22/12	10/28/12	M-----		1				\$900.00		0.00			
5	KSNV	10/15/12	10/24/12		CM	4-5pm	-----	:30	0	\$450.002		0.00	NM	4	\$1,800.00

Order / Rev: 106687  
 Alt Order #:  
 Flight Dates: 10/13/12 - 10/26/12

Advertiser: Committee to Re-Elect Judge Jerry Tao  
 Product Desc: October 2012 Campaign  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR)															
4PM NEWS (1 hour)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-W-F--			3		\$450.00		0.00				
Week:		10/22/12	10/28/12	--W----			1		\$450.00		0.00				
N 6	KSNV	10/16/12	10/23/12	FacetoFace/Ralston Report	CM	730-758pm	-----	:30	0	\$450.00	2	0.00	NM	4	\$2,250.00
Face to Face w/ J.Ralston															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T--F--			2		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/15/12-10/21/12		FacetoFace/Ralston Report		730-758pm	-T---F----	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 6.4															
[PGM CHG = NBC DEBATE / CHECK PGM N PRIME]															
4	KSNV	10/15/12-10/15/12		FacetoFace/Ralston Report		730-758pm	M-----	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 6.5,6.6															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/18/12-10/18/12		M-F 5-6a WakeUp w/Wagners		5-6a	---Th----	:30		\$450.00		0.00	NM		
MG for 6.4,4.1															
6	KSNV	10/18/12-10/18/12		Today Show		658a-9am	---Th----	:30		\$900.00		0.00	NM		
MG for 6.4,4.1															
Week:		10/22/12	10/28/12	-T-----			1		\$450.00		0.00				
7	KSNV	10/15/12	10/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	-----	:30	0	\$775.00	2	0.00	NM	4	\$3,100.00
M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-W-F--			3		\$775.00		0.00				
Week:		10/22/12	10/28/12	-T-----			1		\$775.00		0.00				
8	KSNV	10/13/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----	:30	0	\$450.00	2	0.00	NM	2	\$900.00
Sa-Su Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$450.00		0.00				
Week:		10/15/12	10/21/12	-----S-			1		\$450.00		0.00				
9	KSNV	10/14/12	10/21/12	News 3 Today - SUNDAY	CM	9am-930a	-----	:30	0	\$250.00	2	0.00	NM	2	\$500.00
News 3 Today - SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$250.00		0.00				
Week:		10/15/12	10/21/12	-----S			1		\$250.00		0.00				
10	KSNV	10/21/12	10/21/12	News 3 Live in Prime	CM	7-10pm	-----	:30	0	\$900.00	2	0.00	NM	1	\$900.00
News 3 in Prime															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$900.00		0.00				
													Totals	35	\$18,150.00